

A MESSAGE FROM RANKING Republican Member Vern Ehlers



Today, more than ever before, it is important for House Republicans to use every available method to get our message out to our constituents. With the myriad of communications available through technology, as well as traditional, paper-based methods, offices may feel uncertain as to the best way to reach the public, while adhering to House Rules and Regulations.

The enclosed materials, which have been compiled by the Republican Office of the Committee on House Administration, are designed to help offices craft their communications, submit their materials to the Franking Commission for review and approval, and improve their distribution lists to increase their reach.

In addition to providing guidance on creating communications that are within Franking guidelines, we've also taken some of the best examples we've seen of communications from Republican offices and assembled them here to provide guidance and inspiration for those who are creating similar materials.

I hope you find the information in this guide useful, and I encourage you to contact the staff of the Committee on House Administration with any additional questions you may have. While we've included many of the basics on Franking in this reference guide, the Republican staff of the Franking Commission are always available to provide customized guidance and counsel.

Our Franking and Member Services staff members are available in person in Room 1216A of the Longworth House Office Building, or by phone at (202) 226-0647, or by fax at (202) 226-0047. You can also find a wealth of information on our web site at http://gop.cha.house.gov. Thank you for your commitment to adhering to Franking rules and regulations, and we look forward to assisting you with all of your administrative needs.

Sincerely,

Ranking Republican Member Committee on House Administration

Kenny, Ehlers

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ABOUT THE FRANK

WHAT IS THE FRANK?

The Congressional Frank dates back to the English House of Commons in the 17th century.

On November 8, 1775, The American Continental Congress authorized Franking privileges to its members as a means of informing their constituents. The first U.S. Congress enacted a Franking law in 1789. The Franking privilege has remained a necessary and valuable tool of our representative government for more than 200 years.



The "Frank" is the term applied to the use of the signature of a Member of Congress on mail in lieu of postage.

All staff in your office should review the publication *Regulations on the Use of the Congressional Frank*, published by the Commission on Congressional Mailing Standards (Franking Commission) before sending any mail for the Office.

The Frank is to be used only for official business. Under no circumstances should the Frank or other official resources be used

for an employee's personal mail. This rule applies to "inside mail" as well.

Questions regarding use of the Frank, and requests for advisory opinions on the Frankability of mail, should be submitted to the Republican Staff of the Franking Commission at 6-0647.

ABOUT THE FRANKING COMMISSION

Pursuant to Public Law 93-191, the bipartisan Commission on Congressional Mailing Standards or the "Franking Commission" has a three fold mandate: (1) to issue regulations governing the proper use of the Franking privilege; (2) to provide guidance in connection with mailings; (3) to act as a quasi-judicial body for the disposition of formal complaints against Members of Congress who have allegedly violated Franking laws or regulations.

As a result of the Legislative Branch Appropriations Act for FY 1991, Members are required to submit all mass mailings (unsolicited mailings of 500 or more pieces of the same matter) for an advisory opinion prior to mailing. The Committee then adopted a regulation requiring approval for all mass communications before their dissemination.

The issuance of an advisory opinion is a process involving telephone and personal consultations with the Member's staff prior to issuing a written advisory. When proposed mailings are submitted to the Commission in draft form, often changes are needed in order to comply with Franking standards. Staff routinely points out any problems and suggests the revisions that are necessary for the issuance of a favorable opinion. All material submitted to the Commission is reviewed by both the majority and minority staff before an advisory is issued.

Franking Commission Membership for the 110th Congress

In the 110th Congress, the following Members have been named to the Franking Commission:

DEMOCRAT

Rep. Mike Capuano, (MA-8), Chairman

Rep. Artur Davis, (AL-7)

Rep. Brad Sherman, (CA-27)

REPUBLICAN

Rep. Vern Ehlers, (MI-3)

Rep. Kevin McCarthy, (CA-22)

Rep. Tom Price, (GA-6)

Preparing & Submitting A Franking Request



In the event that your office is preparing to disseminate a "Frankable" item to a list of constituents, the following procedures should be followed:

Preparing Your Request

Prepare in as close to possible final format a draft of the material to be submitted for review. Draft should include, as applicable:

- Complete and formatted text in actual size and color(s)
- All photographs with captions, if applicable. (Official head shot of Member does not require a caption; for all other photos in which the Member appears, the official business being conducted by the Member as depicted in the photo must be explained in the accompanying text or corresponding caption/cut line);
- All illustrations, charts, and/or other graphics;
- If the item is a newsletter, news release, etc., include the banner head;



- Mailing panel, including the Member's Frank and the applicable USPS rate marking;
- If a mass mailing, the mass mail statement (this mailing was prepared, published, and mailed at taxpayer expense); and,
- Complete and formatted copy of all enclosures, attachments, etc.

SUBMITTING YOUR REQUEST

Once you have the necessary information assembled, submit the draft accompanied by the following forms to the Franking Commission. You may click on the folder icons or the document names below to download the forms:

- Request for an Advisory Opinion Form \(\bigsire \);

Franking Commission Review

All Republican offices should submit their request to the Republican Franking Commission Staff by fax at (202) 226-0047, or in person in Room 1216A in the Longworth House Office Building.

- Upon receipt of the request, the Republican staff of the Commission creates a record for the request; reviews the material for compliance with applicable statute, rule and regulation; enter its determination regarding compliance into the record; and forwards the material to the Democratic staff for review and consideration.
- Democratic staff reviews the material for compliance with applicable statute, rule, and regulation, enters its determination regarding compliance into the record, and returns the material to the Republican staff.
- Republican staff contacts the requesting office's POC as identified on the Request for Advisory Opinion Form to advise whether or not the material has been deemed "Frankable."



THE TEN MOST COMMON FRANKING MISTAKES... AND HOW TO AVOID THEM

Problem #1: Using the wrong forms.

What you need to know: The following forms and materials are required for all Franking jobs. You may click on the folder icons or the document names below to download the forms:

Mass Mailing

- Advisory Opinion Request Form
- Single Drop Mass Mail Obligation Form < <a>
- > PDF file of the mailer the office wishes to send

Mass Communication

- Advisory Opinion Request Form
- Member's Franking Certification Form
- > PDF file of the communication
- Problem #2: Forgetting the necessary staff signature on member certification, or the Member's signature on an obligation form.

What you need to know: Be sure to check the forms carefully for signatures before submitting them to the Commission for review.



- Problem #3: Confusion over Postal Rate qualifications or not knowing how the job will be mailed out.
 What you need to know: Request information from the vendor on the recommended postal rate for your mailing (first class, third class or postal patron).
- Problem #4: Not putting estimated amount of the mailing in the appropriate boxes on the obligation form.
 What you need to know: Check all forms carefully to ensure that the correct dollar amounts appear in the correct location. Offices must also determine if they appropriate funds in their Member's Representational Allowance (MRA) to cover the cost of the mailing.
- Problem #5: Too many "personal" references (i.e. the Congressman's name, "I," "Me," "Representative," or "Congressman").

What you need to know: Personal references must average eight (8) per page. In lieu of the terms above, Members may make unlimited use of the terms "he," "she," or "my."

❖ Problem #6: Weak and "unofficial" captions.

What you need to know: The caption must describe the official action taking place in the photo.

Problem #7: The picture of the Member is too large.

What you need to know: The Member's picture can only be 6% of total page size if he or she is pictured alone. The mailer may also include up to two additional photos of the Member appearing with other people, but those two pictures together cannot exceed 20% of the page.

❖ **Problem #8:** Not adding the appropriate mass mail disclaimer.

What you need to know: Include the following disclaimer on page one of the mailer, or on the mail panel: "This mailing was prepared, published and mailed at taxpayer expense."

* Problem #9: Including references to elections or political material, or party labels

What you need to know: Official mail cannot use the words elected, campaign, etc.

What you need to know: Official mail cannot use the words elected, campaign, etc. Each mailing may only include a total of two references each to "Democrats" and "Republicans." They must also include only two references to President Bush. In lieu of those terms, offices may employ unlimited use of the words "administration," "white house," "majority," or "minority."

Problem #10: Links embedded in an e-newsletter going to pages that are non-compliant What you need to know: All embedded links must only direct recipients to pages that are compliant with all Franking regulations.

NOTICE OF FRANKABILITY & ADVISORY OPINIONS



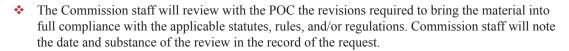
Frankable Material

If the material submitted for Franking review is deemed "Frankable," the Commission staff takes the following actions:

- ❖ Provides notice to the Point of Contact (POC) that he or she has received a "preliminary authorization," which provides authorization to print and/or distribute the communication (Note: Notice of the Preliminary Authorization to the POC is by phone call or e-mail; the date on which the Preliminary Authorization is issued is noted in the Commission's record of the request; the requesting office should not print or distribute the material under review prior to having received notice of the preliminary authorization);
- Reviews the procedure with the POC to obtain a written Advisory Opinion.

Non-Frankable Material

If deemed non-Frankable:





- Requesting office submits a revised draft to the Republican staff of the Commission incorporating revisions required to bring material into compliance.
- Republican staff reviews the revised material for compliance with applicable statute, rule, and regulation, enters its determination regarding compliance into the request record, and forwards the revised material to the Democratic staff for review and consideration.
- Democratic staff reviews the revised material for compliance with applicable statute, rule, and regulation, enters its determination regarding compliance into the record, and returns the revised material to the Republican staff.
- Republican staff contacts the POC to advise whether or not the material has been deemed "Frankable."
 - ➤ If the revised material is deemed "Frankable," the Commission staff:
 - Provides notice to the POC of the "preliminary authorization," i.e., authorization to print and/or distribute (Note: Notice of the Preliminary Authorization to the POC is by phone call or e-mail; the date on which the Preliminary Authorization is issued is noted in the Commission's record of the request; the requesting office should not print or distribute the material under review prior to having received notice of the preliminary authorization.); and,
 - Reviews the procedure to be followed to procure the written Advisory Opinion.
 - If the revised material is "non-Frankable," the material should be resubmit once again as having been deemed "non-Frankable," and repeated until the material is deemed "Frankable."

ADVISORY OPINIONS

To receive an Advisory Opinion, the following process must be followed:

- When a final copy of the material becomes available, the requesting office submits four original copies to the Franking Commission. If the material was distributed as a single drop mass mailing, a copy of the corresponding USPS 3600-PM and/or 3602-R or Pitney Bowes Statement Form must be submitted with the four original copies.
- Upon receipt, Commission staff will generate and prepare for signature four copies of the written Advisory Opinion deeming the material "Frankable."
- Upon signature by representatives of the Republican and Democratic staff, a copy of the Advisory Opinion will be sent to the requesting office, retained in the file maintained by the Republican and Democratic offices, and forwarded to the Legislative Resource Center to be made available for public disclosure.



USING OFFICIAL STATIONERY

When sending constituent communications using Official Stationery, be mindful of the following:

OFFICIAL STATIONERY MUST CONTAIN THE FOLLOWING INFORMATION:

- Member's name;
- Member's district and state; and,
- Congress of United States, House of Representatives, or comparable language.

IN ADDITION, OFFICIAL STATIONERY MAY CONTAIN THE FOLLOWING INFORMATION:

- Committee assignments;
- Congressional Member Organizations; and,
- The Great Seal, Congressional Seal, or State seal.

OFFICIAL STATIONERY MUST NOT CONTAIN THE FOLLOWING INFORMATION:

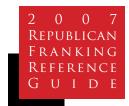
- Seals other than the Great Seal, Congressional Seal, or State seal;
- Member's political party identification;
- Slogans;
- Private entity information or endorsement;
- Campaign contact information; or,
- Personal greetings.



OFFICIAL STATIONERY MAY BE USED ONLY FOR A LETTER OR OTHER DOCUMENT THE CONTENT OF WHICH COMPLIES WITH FRANKING REGULATIONS.

CONTACT THE OFFICE OF PUBLICATION SERVICES AT 5-1908 FOR OFFICIAL STATIONERY.

Using Campaign Stationery



When sending constituent communications using Campaign Stationery, be mindful of the following:

CAMPAIGN STATIONERY MAY CONTAIN THE FOLLOWING INFORMATION:

- Personal titles such as "Member of Congress," "Representative," "Congressman," or "Congresswoman;"
- One title as a Committee Chair or Ranking Member;
- If applicable, the Member's designation in the House Leadership (i.e. Republican Leader, etc.);
- The District served by the Member and the Member's Committee assignments; and,
- A likeness of the Capitol Dome (the dome is in the public domain, and is therefore not protected in the same manner as Official Seals).

CAMPAIGN STATIONERY MUST NOT CONTAIN THE FOLLOWING INFORMATION:

- The institutional names "Congress of the United States," "House of Representatives," or the term "Official Business;"
- Any likeness of any official seal, including the Seal of the United States, the Seal of the House or Congress;
- ❖ A facsimile of official stationery; or,
- An official office phone number.

THE FEDERAL ELECTION
COMMISSION (FEC) REQUIRES
THAT LETTERS SENT ON
BEHALF OF A FEDERAL
CAMPAIGN INCLUDE A
CAMPAIGN DISCLAIMER.

ANY QUESTIONS ON THOSE RULES SHOULD BE DIRECTED TO THE FEC.



SUBSCRIBED COMMUNICATIONS

E-mailed communications sent by Member offices fall into two main categories -- subscribed or non-subscribed communications. First, we take a look at "subscribed mass e-communications":

WHAT IS A "SUBSCRIBED MASS E-COMMUNICATION?"

A "subscribed mass e-communication" is a mass e-mail sent to individuals who have subscribed to the Member's e-communications program (updates, issue briefs, issue statements, newsletters, town meeting notifications, etc.). The individual must sign-up for these communications through an affirmative and proactive process to be considered a "subscriber."

Because the subscriber indicated their consent to receive communications during the sign-up process for the Member's program, the communication is considered to be "solicited." Different regulations apply to unsolicited communications where Members are contacting constituents without their expressed prior consent. In the next section, more information will be provided on "non-subscribed" communications.



EXAMPLE OF AN AFFIRMATIVE AND PROACTIVE SIGN-UP MESSAGE:

The Member must provide a potential subscriber an opportunity to affirmatively and proactively request (consent to receive) a subscription to the Member's e-mail communications program.



Member: "Would you like to receive E-mail communications from my office?"

RESPONDENT: "YES" (RESPONDENT THEN PROCEEDS TO SUBSCRIBER PAGE)

Having responded proactively and in the affirmative, the respondent may now be considered a "subscriber" to the Member's e-mail communications program and his/her e-mail address may be incorporated into the Member's "subscribed" e-mail list. The Member must also provide an opportunity to "unsubscribe" from the communications. For example:

6	MEMBER	: "PLEASE PROVIDE YOU	JR E-MAIL ADDRESS	BELOW OR	CLICK HERE TO) UNSUBSCRIBE."
	EMAIL:					

EXAMPLES OF A **PROHIBITED NEGATIVE AND/OR PASSIVE** SIGN-UP MESSAGE AND/OR PROCEDURE:

In the following example, the individual would have to "opt out" to remove themselves from the communication list, which is prohibited:

MEMBER: "IF YOU DO NOT CLICK HERE, YOU WILL BEGIN RECEIVING MY NEWSLETTER."

Also prohibited are messages with a preprinted affirmative response, which would require the individual to proactively indicate that he/she does not want to subscribe:



In this example, the individual would be required to uncheck the box in order to indicate that he or she does not want to receive the Member's e-communications, which is not permissible under the applicable rules and regulations. However, in this example if the box was not checked this method would be permissible.

SUBSCRIBED COMMUNICATIONS (CONT'D)



"RULES" FOR SUBSCRIBED MASS E-COMMUNICATIONS

- The Member **must notify each individual** who subscribes to his/her e-mail communications program that by subscribing to the program the individual is authorizing the Member to send regular e-mail communication from the Member's office to the individual's e-mail account. This notice may be included in the invitation to subscribe, a notice confirming receipt of the subscription, or the "unsubscribe" notice.
- Every e-communication to an individual on a "subscribed" e-mail list **must include notice** of how the individual may "unsubscribe."
- Each individual's request to subscribe and/or unsubscribe to the Member's e-mail communication program notice **should be documented** and the documentation should be retained in the Member's permanent files, either in hard copy or in an electronic format.
- The content of e-communications to be sent to individuals on a "subscribed" e-mail list **must** be in compliance with the content regulations applicable to communications eligible to be distributed under the Frank.
- ❖ E-communications sent to individuals on a "subscribed" e-mail communications list do not require an Advisory Opinion from the Franking Commission. However, the Committee on House Administration strongly encourages each office to seek guidance from the Franking Commission for any items that are not clearly in compliance with Franking regulations.
- Because subscribed mass e-communications are not required to be submitted for an Advisory Opinion, they are not filed with the Legislative Resource Center.
- E-communications sent to individuals on a "subscribed" e-mail list are not subject to the election restrictions and, therefore, may be distributed within the 90-day period preceding an election in which a Member's name will appear on the ballot for any public office.



Non-Subscribed Communications

In addition to "subscribed" communications, offices may also choose to send "non-subscribed mass e-communications."

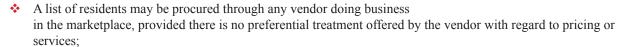
A "NON-SUBSCRIBED" mass e-communication is a mass e-mail communication sent to constituents who have not "subscribed" to a Member's e-mail list. Instead, the communication is sent to individuals listed on an email list(s) a Member has procured, received from authorized sources, or that has been otherwise compiled by his or her office.

Offices are advised that non-subscribed mass e-communications sent to individuals *REQUIRE* an Advisory Opinion from the Franking Commission. In addition, any materials "hyperlinked" (i.e. any materials available by clicking a "link" from the document) must also be submitted for review, as these items are considered "attachments." Also, every e-communication *MUST* include notice of how the individual may "unsubscribe."

The following guidelines on non-subscribed communications are designed to assist offices in communicating with constituents:



A Member may procure an e-mail list of the residents of his or her district using the following methods:



- Members may not purchase or acquire e-mail lists from their campaign offices (or other campaign or political entities) unless the lists are available on the same terms and conditions to the public; and,
- Official e-mail lists may not be shared with a Member's campaign committee, nor be used, directly or indirectly, for campaign or political purposes.

ACCEPTANCE OF AN E-MAIL LIST

A Member may accept the contribution of a list to be used in support of the distribution/dissemination of official communications from 1) any agency or department of federal, state or local governments; or, 2) from any organization that makes their list(s) available on a pro bono basis to the community-at-large or to a large class that includes the Member (all government offices, all community organizations, etc.).

To confirm whether or not the Member may accept the contribution of a list, please check with the Committee on Standards of Official Conduct at 5-7103.

COMPILATION OF AN E-MAIL LIST

A Member may compile e-mail lists by, but not limited to, the following methods:

- * Capturing information from incoming correspondence (paper mail, e-mail, fax transmissions, etc.);
- Capturing information through telephone contacts with constituents;
- Capturing information from constituents visiting the office or meeting with the Member and/or staff (sign in sheets, guest books, business cards, etc.); or,
- Requesting address information by distributing and/or providing "request for information" forms in direct response mail, mass communications, or on the Member's official Web site.



Non-Subscribed Communications (Cont'd)



"RULES" FOR NON-SUBSCRIBED MASS E-COMMUNICATIONS

- Non-subscribed e-mail list(s) may **ONLY** include information about individuals (and organizations) residing or **located within the Member's district**;
- Mass e-communications to individuals on a non-subscribed e-mail list require an Advisory Opinion from the Franking Commission prior to dissemination;
- Mass e-communications to individuals on a non-subscribed e-mail are subject to public disclosure;
- Mass e-communications to individuals on a non-subscribed e-mail are subject to the election restrictions and, therefore, may not be distributed within the 90-day period preceding an election in which a Member's name will appear on the ballot for any public office; and,
- **❖** The distribution of mass e-communications to individuals on a non-subscribed e-mail is **limited** to the district represented, the communications media, other Members of Congress, and government officials.



GROWING YOUR SUBSCRIBED COMMUNICATIONS LIST

One of the best ways to reach constituents is by maintaining a robust "subscribed" e-mail list. Because subscribers are considered to have signed up for communications from the Member in an "affirmative and proactive process," subscribed communications are not subject to the same Franking requirements as "non-subscribed" communications.

The chart below depicts rules and regulations for "subscribed" vs. "non-subscribed" communications:

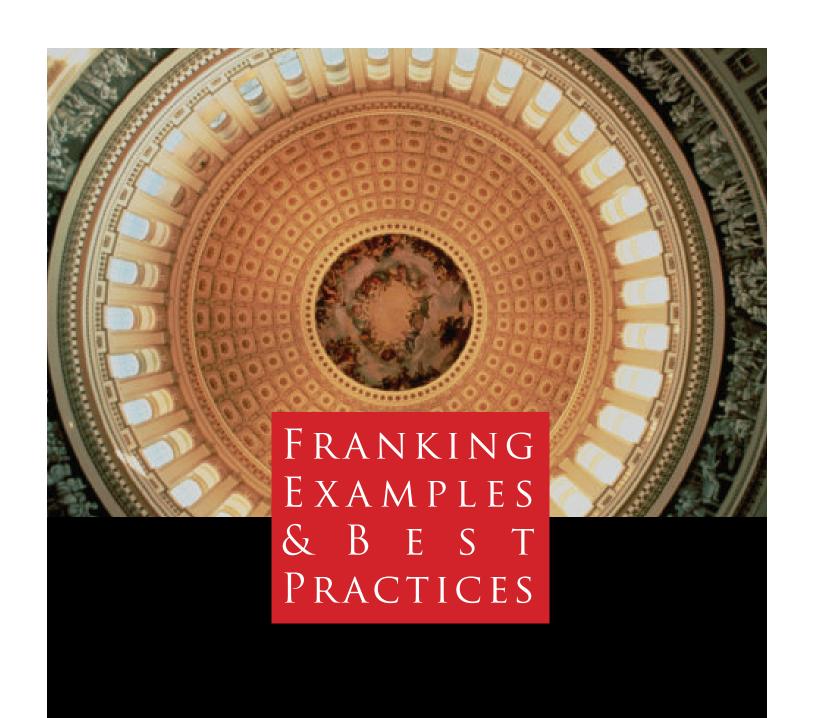
	SUBSCRIBED COMMUNICATIONS	NON-SUBSCRIBED COMMUNICATIONS
Franking Review?	RECOMMENDED	REQUIRED
CONTENT MUST BE CONSISTENT WITH FRANKING REGULATIONS?	YES	YES
REQUIRES AN "ADVISORY OPINION" FROM FRANKING COMMISSION?	No	YES
FILED WITH THE LEGISLATIVE RESOURCE CENTER?	No	YES
Prohibited During 90-Day Black Out Period Before an Election?	No	YES
LIMITED TO THE MEMBER'S DISTRICT?	No	YES

The following checklist provides an effective method of growing your "subscribed" list using your "non-subscribed" list to reach out to constituents:

- Create a communication to be sent to all the individuals on your current non-subscribed e-mail and postal mail lists;
- ❖ Ensure that the communication includes an opportunity to affirmatively subscribe to future e-mail communications. This opportunity may be imbedded in the communication itself or the communication may include a link to an opportunity to subscribe on your Web site. Offices have been successful in targeting communications by issue or topic [Example: "Would like to receive future communications about how Rep. Member Name is working to decrease your taxes? □"]. In this example, the box must be "unchecked" at the time the communication is sent so that the returned communication is considered "consent to subscribe."
- Send your communication to the Franking Commission for an advisory opinion, and distribute.
- After your communication has been sent and your constituents begin to respond with their consent to subscribe, their contact information should be retained and incorporated into your office's "subscribed" e-mail list. Each individual's "subscribe" (or "unsubscribe") notice should be documented and the documentation should be retained in the Member's permanent office files.



BY INCREASING THE NUMBER OF CONSTITUENTS ON YOUR "SUBSCRIBED" E-MAIL LIST YOU CAN CUT DOWN ON THE TIME NEEDED FOR APPROVALS AND SEND COMMUNICATIONS TO A BROADER AUDIENCE, EVEN IN THE 90-DAY PERIOD DIRECTLY PRECEDING AN ELECTION.



EXAMPLE #1: TELE-TOWN HALL SCRIPTS

The following script is an example of an introductory message and answering machine message submitted by a GOP Office. While the text below is a guide, all tele-town hall scripts must be submitted to the Franking Commission for approval prior to holding the event.

Introductory Message:

Hello, this is Congressman [Member Name here]. I am currently conducting a live, toll-free town hall meeting over the phone to give my constituents an opportunity to ask me questions about issues in Congress and the federal government. I would be grateful if you would please press "1" on your phone to connect to my live, toll-free town hall meeting. Thank you! Now welcome to my meeting in progress.

Answering Machine Message:

Hello, this is Congressman [Member Name here]. Tonight, I was calling constituents in the [District Number] Congressional District to invite them to participate in a live town hall meeting conducted over the phone, and to give you an opportunity to ask me questions about what is going on in Congress. Sorry that I missed you. Since I am home in [State name] on weekends and breaks, if there is something you wish to share with me, you will have other opportunities in the near future. Should you have any questions, please contact my [District Office name] toll-free at [toll-free office phone number]. Thank you and have a good evening.



Example #2: Congratulating Recent Graduates

Members may wish to send young men and women in their Districts a personalized note to mark the occasion of their graduation from high school.

It is permissible to send congratulations letters to high school seniors under the Member's Frank. Many Members also enclose a certificate of Congressional Recognition (available for sale at the Office Supply Store), or use funds from their MRA to purchase customized ones.

It is highly recommended that Members include in the same packet a voter registration card from their state (**click here** for an example). A sample letter with text approved by the Franking office appears below:



Dear Graduate:

As your Representative in Congress, I join your family and friends in extending my sincere congratulations upon the occasion of your graduation, and wish you success in your educational and professional pursuits. It is my wish that every man and woman in this country have the opportunity to achieve the American dream. Enclosed is a certificate of Congressional Recognition, which serves as an added remembrance of this important occasion.

If you have not yet had the opportunity to register to vote, I encourage your participation in the political process and enclose a voter registration form for your convenience. This form can be used for new voter registration or to file a change of address. I hope that you will take advantage of this opportunity and exercise your right to vote. The election of our government officials is a serious endeavor and requires individual participation to ensure a more responsive government.

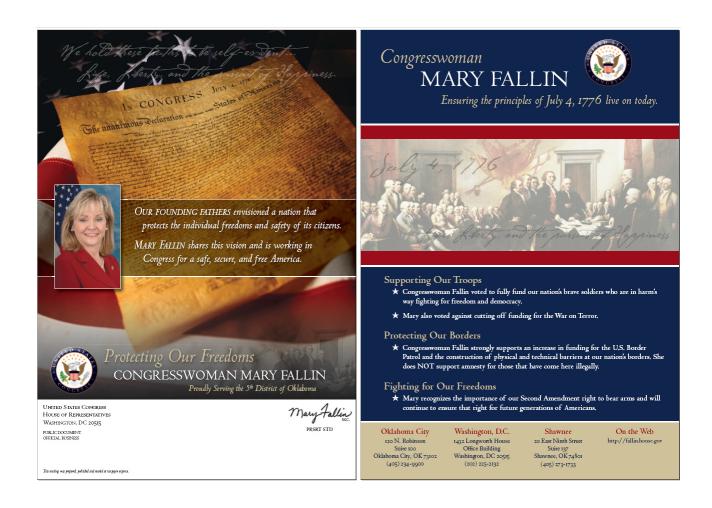
Again, congratulations and best wishes in the future.

Sincerely Yours, [Member Name Here]



EXAMPLE #3: COMMEMORATIVE MAILER

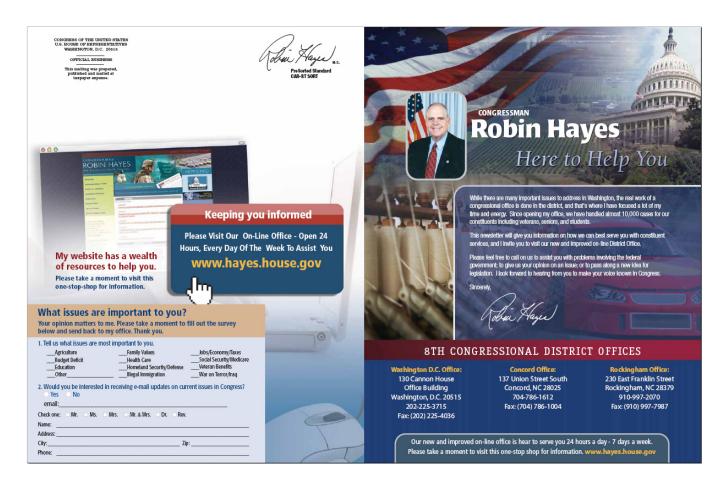
The communication below was sent by Rep. Mary Fallin's (R-Okla.) office to commemorate July 4th as our nation's Independence Day, and to highlight the importance of securing our freedom. Please note that while mailers may be sent in recognition of commemorative dates such as July 4th, Memorial Day or Veteran's Day, mailers that recognize holidays (such as Christmas, New Year's Day, etc.) are expressly prohibited.





EXAMPLE #4: NEWSLETTER WITH SUBSCRIPTION OPPORTUNITY (#1)

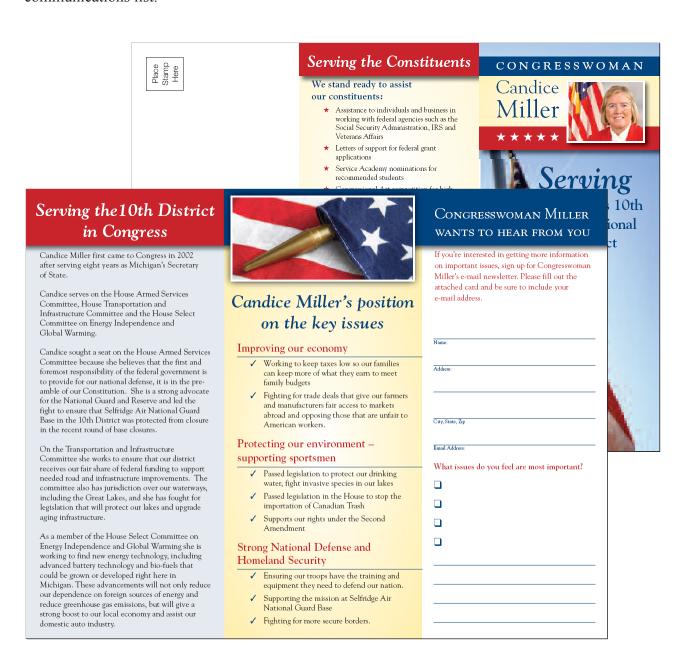
The following mailer was sent by Rep. Robin Hayes' (R-N.C.) office. The form on the reverse of the newsletter provides constituents an opportunity to indicate their areas of interest, and provide their consent to subscribe to Rep. Hayes' communications, thereby building the Member's subscribed communications list.





EXAMPLE #5: NEWSLETTER WITH SUBSCRIPTION OPPORTUNITY (#2)

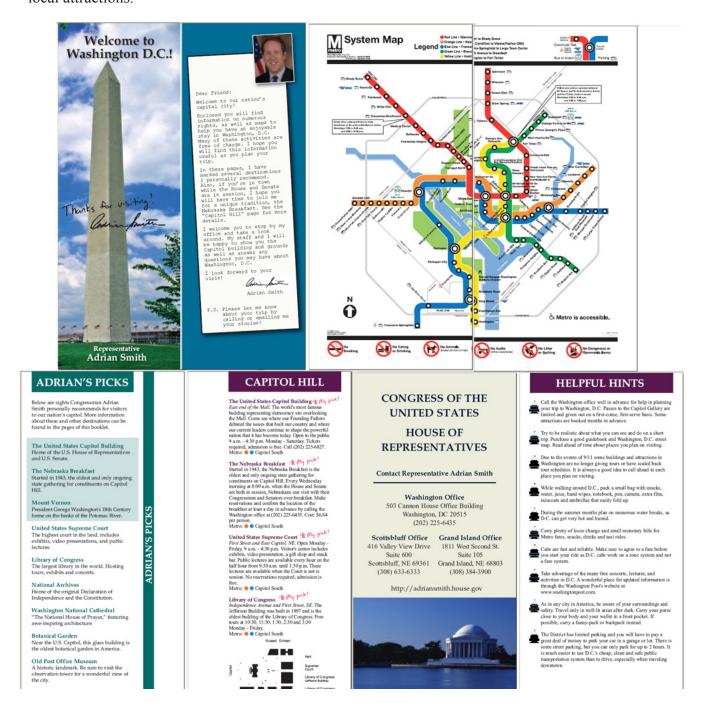
The following mailer was sent by Rep. Candice Miller's (R-Mich.) office. The form inside the newsletter provides constituents an opportunity to write in their areas of interest, and provide their consent to subscribe to Rep. Miller's communications, thereby building the Member's subscribed communications list.



EXAMPLE #6: D.C. VISITOR'S GUIDE



This D.C. Visitor's Guide was created by Rep. Adrian Smith's (R-Neb.) office for constituents visiting the Washington, D.C. area. The guide includes a personal letter from the Congressman, helpful information such as a D.C. metro map, and the Congressman's personal "picks" of the best local attractions.





EXAMPLE #7: ISSUES MAILER

The communication below was sent by Rep. Ginny Brown-Waite's (R-Fla.) office to illustrate her stance on immigration issues and to gather information from constituents on their views on the issue. The mailer also includes an option to subscribe to the Member's e-mailed updates.





EXAMPLE #8: TELE-TOWNHALL NEWSPAPER ADVERTISEMENT

The clipping below advertises a tele-town hall meeting for the office of Rep. Tom Price (R-Ga.) via a newspaper advertisement.





EXAMPLE #9: CONSTITUENT SURVEY

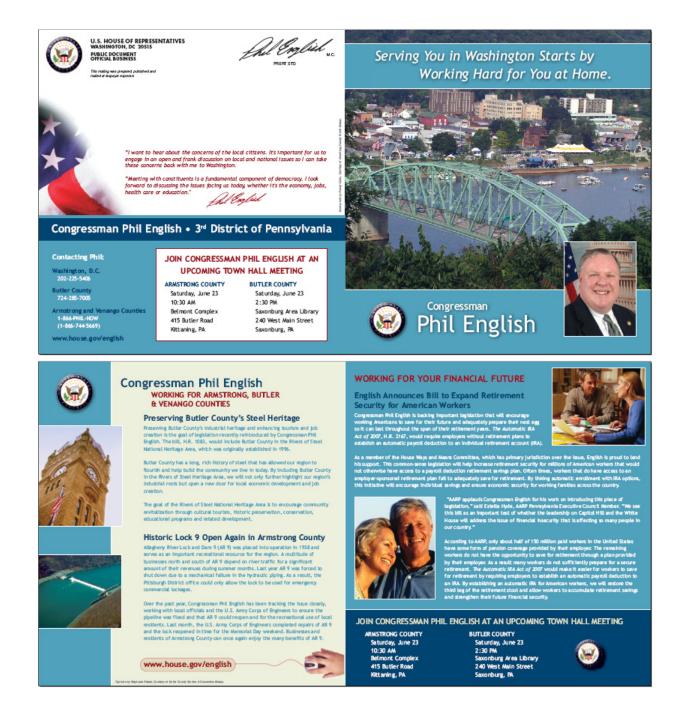
The survey below was sent by Rep. Randy Neugebauer's (R-Texas) office to collect responses from constituents on key issues, and includes an option to subscribe to the Member's communications, thereby growing his subscribed communications list.

	1) Which best represents your view on the Iraq War? Declare a timeline and begin to withdraw troops within a year. Give the new strategy of troop reinforcements a chance to succeed. Other	5) The following is a list of common proposals to address energy issues. Please mark all of the items you think are good ideas: Drilling for oil in Alaska's Artic National Wildlife Refuge Providing tax credits and other incentives to consumers who try alternative energy sources. Increasing government spending on research and development	9) West Texas is a leader in wind energy production. Which statement best represent your opinion on wind energy? Wind power can contribute to America's energy independence and should be encouraged. Wind power will have little or no effect on our energy independence.	
	The current Farm Bill has worked well for agriculture and many of its policies should be continued. The current Farm Bill has not worked and changes need to be made. Other	of alternative fuels Requiring automobile manufactures to have higher standards for fuel efficiency Other 6) There is an ongoing debate across the country about what, if any, changes should be made to the federal tax code. Which of the following statements best describes how you would deal with the	Wind farms hurt property values and their use should be limited. Other	
	immigration? We need to secure our borders, strengthen our immigration laws, and hire more federal officials to enforce the laws. It is the wrong time to expand legal forms of immigration. Improved security and creating a temporary employment program should be of equal importance. Our current immigration laws are strong enough; we need to	tax code? Scrap the tax code and replace it with a flat tax. Scrap the tax code and replace it with a national sales tax. Keep the current tax code and reform it in incremental steps. Keep the current tax code as it is.		
	take steps to help undocumented workers become legal workers. We don't need to make any changes. Other 4) Which of the following statements most closely represents your opinion of using nuclear power to provide energy for homes and businesses? I strongly support nuclear power as a means to provide clean	7) Generally speaking, do you believe international trade is beneficial to the United States? Yes No Other 8) What do you consider the most important issue to you in upcoming Farm Bill negotiations? (Please rate 1-3)	12) Who do you think should play the most significant role in setting education standards? The federal government State governments Local governments Other	
大大大人	affordable energy. I am somewhat supportive of nuclear power, but have some concerns if it is safe. I believe there are currently adequate sources of energy, but more nuclear power may eventually be necessary. I am not supportive of nuclear power at all. Other	EnergyCommodity ProgramsCrop Insurance ReformNutrition ProgramsConservation ProgramsIncentives for Young and Beginning Farmers Other	□ YES, please sign me up to receive "Randy's Roundup" email: Please remember to tape the survey shut before mailing.	
F	gr Up for Randy's Roundup. As the 200, and Mill negotiations get underway and congress continues to debate these issues, you congress continues to debate three issues, you are get the latest updates through Randy's Roundup, an email I-send out each Monday. You can sign up for Randy's Roundup by cating my office, toll free, at 888-765-161, or visiting my website at www.randy.house.gov.	If your man we what paint to congression 14/08 speakington. DC 20515 speakington. DC 205	Important Congressional Survey Enclosed	

Example #10: Newsletter with Town Hall Information



The newsletter below was sent by Rep. Phil English's (R-Pa.) office, and contains issue updates, as well as information on in-person town hall meetings the Member will be conducting.



EXAMPLE #11: MEETING NOTICE

The communication below was sent by Rep. Tim Johnson's (R-Ill.) office to invite constituents to a meeting and tour related to renewal of the Farm Bill. The communication reinforces the importance of "open communication" with constituents, and references the Member's Web site.



I WANT TO HEAR FROM <u>YOU!</u>

6 As I continue to work on the renewal of the Farm Bill. I feel it is important to keep you updated with current information. I will be holding a farm meeting on May 31, 2007 at 10:00 am at Illinois State University Farms located near Lexington.

Open communication is an essential part of my job. I look forward to sharing updated information with you and hearing your thoughts and concerns about the renewal of this legislation that will impact all of us so greatly.

I look forward to seeing you there.

Dinathy V. John

P.S. There will be a tour of the ISU farms after the meeting.

Directions: Interstate 55, exit 178, Lexington exit. Top of ramp turn toward Lexington on 2475N Road, at next stop sign turn left on to 2450E. Go 1.2 miles (over interstate55). Take first right on 2555N Road and the ISU Farms are 1.3 miles on the right. Farm Meeting with Congressman Tim Johnson

Thursday, May 31, 2007

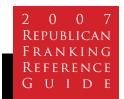
10:00 a.m.

Illinois State University Farm 25578 ISU Farm Lane Lexington, IL 61753

www.house.gov/timjohnson

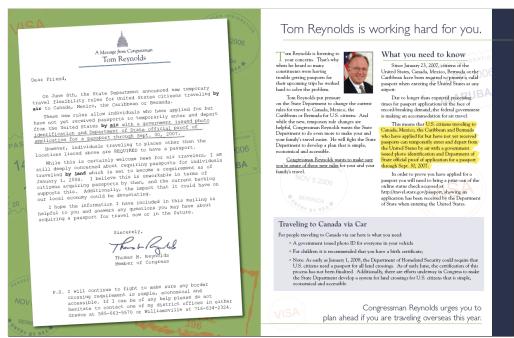
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EXAMPLE #12: NOTICE OF CHANGE IN REGULATIONS



Rep. Tom Reynolds' (R-N.Y.) office issued the following notice in his district advising constituents of temporary changes to passport regulations. The mailer also included information about the Member's views on border security, as well as contact information for the office.







f: 202-225-9957

http://gop.cha.house.gov